

PURCHASE ORDER  
REQUESTING DEPT. COPY



PHILIP MORRIS  
U.S.A.  
120 PARK AVENUE, NEW YORK, N.Y. 10017

SHOW THIS ORDER NO.  
ON YOUR INVOICE

HM0409-91

CABLE ADDRESS: POLD NEW YORK  
PHONE: AREA CODE 212-880-5000

DATE

08/15/91

VENDOR NO. 784084

VENDOR: MARKETING PERCEPTIONS INC  
15 ENGLE STREET  
ENGLEWOOD, N.J.

SHIP TO  
07631

FHTLTP MORRIS U.S.A.  
ATTENTION: SEE BELOW  
120 PARK AVENUE  
NEW YORK, NY  
10017

REQUISITIONER	BUYER	BID REF./EXP. INT.	CONFIRMING TO	TAXABLE
P. CONTRACTS			KAREN EISEN	ALLOWED
F.O.B.	ROUTE VIA	PREPAID	TERMS	
DESTINATION		NO	NET 30	

1. Purchase Order number must appear on all invoices, bills of lading, cases, packing list and correspondence.
2. Invoices must be rendered on day of shipment to: 120 Park Avenue, N.Y., N.Y. 10017
3. Refer to PM USA Routing Guide for instructions on carrier selection and freight invoicing.

LINE	QUANTITY	UM	UNIT PRICE	AMOUNT
MARLBORO FOCUS GROUPS/INCENTIVES - YOUNG ADULT MALE SMOKER'S LIFESTYLE AND PREMIUM PREFERENCE				
001	1	EA	32,600.00	32,600.00
PART/DESC CON-FEE-00 FLAT FEE				
*** VENDOR DELIVERY DATE 08/15/91 ***				
DIST ACCT	NY200 045923	5501100000		
002	1	EA	3,500.00	3,500.00
PART/DESC CON-VEXP-00 V. EXP W/NO TOL				
*** VENDOR DELIVERY DATE 08/15/91 ***				
DIST ACCT	NY200 045923	5501100000		
CONFIRMING ** DO NOT DUPLICATE				

2045722030

By \_\_\_\_\_

PHILIP MORRIS U.S.A.

TOTAL AMOUNT

36,100.00